

Los Angeles County Food Policy: Vending Machines, Fundraising, and County-Sponsored Meetings

Recommendations from the
Los Angeles County
Physical Activity and Nutrition Task Force (PANTF)

Approved by the Board of Supervisors on August 8, 2006



Los Angeles County Food Policy: Vending Machines, Fundraising, and County-Sponsored Meetings

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EXECUTIVE SUMMARY

The County of Los Angeles is presenting a comprehensive plan to promote the prevention of chronic diseases by implementing environmental and systematic changes to promote access to healthier beverages and foods within the workplace and for the public. The workplace can play a pivotal role in helping people make healthy lifestyle choices. In particular, employers can encourage healthier eating at the workplace by implementing policies that increase access to healthier food and beverage options.

The Los Angeles County Food Policy proposes that by the year 2011, 50% of all foods and beverages offered in County-contracted food and beverage vending machines within County facilities and offices shall adhere to specific guidelines. These guidelines promote good nutrition and healthy environments to prevent obesity and the diseases associated with it. In addition, all food and beverages purchased with County funds and served at County-sponsored meetings and events must comply with the guidelines set forth in the Los Angeles County Food Policy. Lastly, on an optional basis, County employees will be strongly encouraged to follow the Food Policy guidelines when conducting fundraising activities held during work hours on County sites. The food policies proposed in this document are based on nationally accepted and recognized guidelines. Similar guidelines were used in SB 965 and SB12, California legislation which established nutrient standards for food and beverages sold in schools.¹

The Los Angeles County Food Policy promotes healthier food and beverage options in three different areas:

- Food and beverage vending machines- Provides mandatory guidelines for foods and beverages sold in County-contracted food and beverage vending machines. Based on the criteria specified in SB 12 and SB 965, which detailed nutritional requirements for food and beverages sold at California schools, these guidelines provide restrictions on the calorie, fat, saturated fat, *trans* fat, sodium, sugar and whole grain content of food items. A list of examples of foods and beverages that comply with these guidelines is included in Attachments 1 and 2.
- County-sponsored meetings and events- Requires all food and beverages purchased with County funds and served at County-sponsored meetings and events to comply with the nutrition guidelines contained in the Los Angeles County Food Policy. A list of ideas for healthier foods to offer at County-sponsored meetings and events is included in Attachment 3.
- Fundraising- Offers optional recommendations for foods sold for fundraising purposes based on the guidelines established in the food and beverage vending machine policy. Organizers of fundraisers are encouraged to choose healthier food options and non-food items to sell. Examples of recommended food and non-food items are provided in Attachment 4.

Some County facilities may have vending machine contracts that will be in effect past the milestone dates. In such cases, the County would be expected to make a sincere effort to obtain voluntary compliance or partial compliance from current vendors by the milestone dates; however, the County will not be mandated to renegotiate contracts.

The proposed timeframe for implementing the policy in County-contracted vending machines is:

- By **January 1, 2007**, **25%** of all foods and **25%** of all beverages in County-contracted vending machine within County facilities and offices must meet the guidelines detailed in the Los Angeles County Food Policy.
- By **January 1, 2009**, **33%** of all foods and **33%** of all beverages in County-contracted vending machines within County facilities and offices must meet the guidelines detailed in the Los Angeles County Food Policy.
- By **January 1, 2011**, **50%** of all foods and 50% of all beverages in County-contracted vending machines within County facilities and offices must meet the guidelines detailed in the Los Angeles County Food Policy.

Justification For This Policy:

According to the Los Angeles County Health Survey, more than half (55%) of the county's adult population is either overweight or obese² and approximately 40% of children and youth are overweight, or at risk of becoming overweight.³ Health care spending related to obesity is approximately 9% of total health care costs, a rate that rivals tobacco-related health care expenditures,⁴ costing Los Angeles County about \$3.43 billion a year for obese adults.⁵

Consuming just 100 excess calories a day can cause a ten pound weight gain each year. Individual weight loss of as little as five to ten pounds can delay or prevent the onset of type 2 diabetes,⁶ metabolic syndrome, and hypertension,⁷ and prevents chronic disease-related health care costs. Through this policy, the County of Los Angeles is providing an environment that supports healthy eating by encouraging consumption of nutritious beverages and foods.

Role of the Workplace

The work environment plays an important role in the foods an individual eats throughout the day. For many people, one or more meals along with many snacks and beverages are consumed during the workday. Foods currently offered at the workplace or sold for fundraising purposes are rarely nutritious and are often high in unhealthy fat or sugar. The workplace can either undermine or promote the good intentions of an employee to make healthy choices.⁸

Others Have Already Done It

Creating a positive food environment through policy change is not a new idea. In 2004, the Contra Costa County Board of Supervisors and the Los Angeles Unified School District adopted and implemented similar policies that set standards and limits on beverages, snacks and replacement meals sold in County or school vending machines, student stores, a la carte sales and fundraising on school sites.^{9, 10} The City of Los Angeles Child Nutrition Policy, adopted by Los Angeles City Council on February 18, 2005, mandates that healthy items comprise a minimum of 25% of total items offered in vending machines and sales at City facilities. The City of Baldwin Park adopted standards based on SB 12 and SB 965 for all snack and beverages sold in City facilities, including the teen center. County of Los Angeles facilities estimate that 25% to 30% of items currently sold in vending machines at County facilities are healthy food choices. By increasing the percentage of healthier food products sold in vending machines from 25% in January 1, 2007 to 50% by January 1, 2011, the County of Los Angeles is actively promoting access to healthier items at County facilities and in support of environments that encourage healthier choices.

By implementing this food policy, the County is taking a reasonable first step to combat the obesity epidemic. Mandating healthier food options at the workplace and within offices and public

facilities that serve county residents is the most cost effective change to immediately improve employee eating habits and to provide access to healthier beverage and food options to the public.¹¹

BACKGROUND

“It is unreasonable to expect that people will change their behavior so easily when so many forces in the social, cultural, and physical environment conspire against change. If successful programs are to be developed to prevent disease and improve health, attention must be given not only to the behavior of individuals, but also to the environmental context within which people live.” - Institute of Medicine

In response to growing concern about overweight and obesity, the Los Angeles County Board of Supervisors convened the Los Angeles County Blue Ribbon Task Force on Children and Youth Physical Fitness to develop recommendations aimed at reversing the upward trends of childhood overweight and physical inactivity in the County. On August 27, 2002, the Board approved the Task Force’s report entitled, “Paving the Way for Physically Fit and Healthy Children” and established the Physical Activity and Nutrition Task Force (PANTF) to implement the recommendations in this report. One of the six key actions approved by the Board calls on the County to “implement a model comprehensive worksite wellness program for County of Los Angeles employees...” that includes “policies and environments that support healthy eating, physical activity participation and breastfeeding promotion.”¹² The Los Angeles County Food Policy was created to implement this key action. Thus, it is the obligation of the County of Los Angeles to adopt and enforce policies that encourage consumption of healthy foods and provide an environment that supports that behavior.

Increasing Rates of Obesity

The County of Los Angeles recognizes the impact that the increasing rates of obesity and overweight are having on chronic diseases, quality of life and health care costs. National, state and county surveys indicate that overweight and obesity rates began rising in the late 1980s and accelerated in the 1990s. More than half (55%) of the county’s adult population is either overweight or obese¹³ and approximately 40% of children and youth are overweight, or at risk of becoming overweight.¹⁴

Obesity and overweight are contributing to the rising rates of type 2 diabetes in adults and producing a new area of disease, type 2 diabetes in children. In Los Angeles county, the mortality rate for diabetes alone has risen 49% over the past decade.¹⁵ Consumption of just 100 extra calories a day from foods such as soda and snacks can cause a ten pound weight gain each year.

Individual weight loss of as little as five to ten pounds can delay or prevent the onset of type 2 diabetes,¹⁶ metabolic syndrome, hypertension,¹⁷ etc. and prevents chronic disease-related health care costs. Through this food policy, the County of Los Angeles is providing an environment that supports healthy behaviors through the encouragement of consumption of healthier beverages and foods.

Financial Impact of Obesity

The impact of obesity on workplace productivity and expenses as well as the burden placed on health insurance programs is substantial. According to the Surgeon General, health problems related to obesity cause about 300,000 deaths and costs the US \$117 billion in medical expenditures and lost productivity each year. California spends \$7.7 billion a year treating obesity-related health problems. In Los Angeles County, overweight and obesity account for an estimated \$3.43 billion in health care expenditures annually for adults.¹⁸ Health care spending related to obesity is approximately 9% of total health care costs, a rate that rivals tobacco-related health care costs.¹⁹

Environmental Factors

The increase in obesity is a result of the complex interplay of powerful social forces that encourage eating too many high-calorie, low-nutrient foods, getting too little physical activity, and acquiring too much body weight over time.²⁰ While individual knowledge of health risks and behavior remains an essential ingredient in obesity prevention, recent studies have linked the epidemic to environmental conditions including, but not limited to, the following:

- Availability of soda and junk food and lack of healthier options at worksites and on school campuses including before school and at after school programs
- Increasing consumption of fast food and soft drinks
- Increasing portion sizes of store bought and restaurant foods²¹
- Lack of physical activity opportunities in worksites, schools and communities; too much time spent watching television and playing computer/video games²²
- Limited access to healthy foods in low-income areas²³
- Advertising of junk food to children and their families²⁴
- Lack of preventative strategies, training and prevention tools in the health care sector

The social, economic and physical environments in which people live create the context for decision-making about diet and physical activity. Instituting policies that support a healthier nutrition environment by providing access to healthier foods help to promote positive decisions about food choices.

In order to address the obesity epidemic, it is essential that programs and policies focus on the community environment in which individuals live, work, attend school and play. The County Food Policy for food and beverage vending machines, County-sponsored meetings and events, and workplace-based charitable fundraising begins to improve the work environment for over 90,000 employees by providing healthier food choices and promoting healthy environments. Not only is this policy beneficial to County employees, but also to County residents who access County medical facilities, social service buildings, and parks and beaches.

JUSTIFICATION

There is a critical relationship between nutrition and health and the importance of modeling and reinforcing healthy eating behaviors for the public and at the workplace. Environments that offer and support healthier food choices for the public within public facilities and at the workplace through policy development, help to reduce the prevalence and cost of diet and physical inactivity related diseases, and help to promote the overall health and well being of the public and employees.²⁵

The work environment can either undermine or promote the good intentions of an employee to make healthy choices. Studies show that there is a definite relationship between both the physical and social environment at the workplace and the health behaviors of employees.²⁶ For people who work, a majority of waking hours are spent at the workplace. One or more meals are consumed at work along with snacks. According to a paper prepared by the Prevention Institute, food available in employee cafeterias, vending machines, and at work-sponsored events frequently determines what people eat throughout the day. Often, food offered at the workplace or sold for fundraising purposes is not highly nutritious and is high in unhealthy fat and sugar. For example, snacks or foods served at meetings often include foods such as cookies, pastries, and candy, all potential sources of extra fat, sugar and calories.²⁷ By creating a policy that promotes offering healthier choices, we can support and encourage employees to make good food decisions at the workplace.

Changing the work environment by instituting policies that would regulate and provide healthier food choices at the workplace is one of the quickest ways to impact the eating behavior of employees. Los Angeles County will not be the first to do this. Other organizations and counties have already begun to implement healthy food policies. Some examples of this include the Los Angeles Unified School District (LAUSD), which passed a Healthy Beverage Resolution on August 27, 2002. The LAUSD Obesity Prevention Motion adopted on October 28, 2003 and implemented beginning January 2004, also sets snack and replacement meal standards for vending machines, student stores, a la carte sales and fundraising on school sites.²⁸ Contra Costa County recently adopted the *Healthy Vending Machines and vending Machine Consolidation* policy on October 19, 2004, that regulates the foods, snacks and beverages sold in County-contracted vending machines.²⁹ San Bernardino County is also in the process of creating a similar policy, which encompasses vending machines, County-sponsored events and meetings. The Children's Alliance in the State of Washington has adopted a policy which sets guidelines for food and beverages served at Children's Alliance sponsored events and meetings.

The City of Los Angeles Child Nutrition Policy, adopted by Los Angeles City Council on February 18, 2005, stipulates healthy items will make up 25% of total items offered in vending machines and sales at City facilities. The City of Baldwin Park adopted standards based on SB 12 and SB 965 for all snacks and beverages sold in city facilities. This includes the City of Baldwin Park Teen Centers. County facilities estimate that 25% to 30% of items currently sold in vending machines at County facilities are healthier choices.

FOOD AND BEVERAGE GUIDELINES

A) FOOD AND BEVERAGE VENDING MACHINES

The Los Angeles County Food Policy declares that food and beverages sold in County-contracted food and beverage vending machines on County sites shall comply with the following guidelines:

1. Snack vending machines in County facilities shall offer foods that meet the following standards:

- a. No more than 35% of calories from total fat (not including nuts, seeds).³⁰
- b. No more than 10% of calories from saturated fat.^{31, 32, 33}
- c. Does not contain *trans* fats added during processing (hydrogenated oils and partially hydrogenated oils).³⁴
- d. No more than 35% of its total weight shall be composed of sugar (including naturally occurring and added sugar). This does not apply to the sale of fruits or vegetables.³⁵
- e. No more than 360 mg of sodium per serving.^{36, 37}
- f. Half of all grains offered are whole grains.
- g. Items shall not exceed 200 calories per item.^{38, 39}

Please see Attachments 1 and 2 for a list of approved vending machine items.

2. Beverage vending machines in County facilities shall offer only:

- a. 100% fruit juices with no added sugars, artificial flavors or colors (limited to a maximum of 10 ounces per container).
- b. Drinking water with no additives except those minerals normally added to tap water.
- c. Dairy milk, non-fat, 1%, and 2% only (no flavored milks).⁴⁰
- d. Plant derived (i.e. rice, almond, soy etc.) milks (no flavored milks).
- e. Artificially sweetened, calorie-reduced beverages that do not exceed 50 calories per 12-ounce container.

Please see Attachments 1 and 2 for a list of approved vending machine items.

B). COUNTY-SPONSORED MEETINGS AND EVENTS

Foods and beverages intended for County functions should provide variety, nutritional benefit, and choice to employees.

1. Food purchased with County funds and served at County-sponsored meetings and events shall meet the following standards:
 - a. No more than 35% of calories from total fat (not including nuts, seeds).⁴¹
 - b. No more than 10% of calories from saturated fat.^{42, 43, 44}
 - c. Does not contain *trans* fats added during processing (hydrogenated oils and partially hydrogenated oils).⁴⁵
 - d. No more than 35% of its total weight shall be composed of sugar (including naturally occurring and added sugar). This does not apply to the sale of fruits or vegetables.⁴⁶
 - e. No more than 360 mg of sodium per serving.^{47, 48}
 - f. Half of all grains offered are whole grains.
 - g. Items shall not exceed 200 calories per item.^{49, 50}
2. Beverages purchased with County funds and served at County-sponsored meetings and events shall meet the following standards:
 - a. 100% fruit juices with no added sugars, artificial flavors or colors (limited to a maximum of 10 ounces per container).
 - b. Drinking water with no additives except those minerals normally added to tap water.
 - c. Dairy milk, non-fat, 1%, and 2% only (no flavored milks).⁵¹
 - d. Plant derived (i.e. rice, almond, soy etc.) milks (no flavored milks).
 - e. Artificially-sweetened, calorie-reduced beverages that do not exceed 50 calories per 12-ounce container.

Please refer to Attachment 3 for examples of potential food and beverages to serve at County functions.

C) CHARITABLE FUNDRAISING

The Los Angeles County Food Policy offers optional recommendations for foods sold for fundraising purposes based on the guidelines established in the food and beverage vending machine policy. Organizers of fundraisers are encouraged to choose healthier food options and non-food items to sell.

1. The food policy recommends that snacks sold for charitable fundraising meet the following standards:
 - a. No more than 35% of calories from total fat (not including nuts, seeds).⁵²
 - b. No more than 10% of calories from saturated fat.^{53, 54, 55}
 - c. Does not contain *trans* fats added during processing. (hydrogenated oils and partially hydrogenated oils).⁵⁶
 - d. No more than 35% of its total weight shall be composed of sugar (including naturally occurring and added sugar). This does not apply to the sale of fruits or vegetables.⁵⁷
 - e. No more than 360 mg of sodium per serving.^{58, 59}
 - f. Half of all grains offered are whole grains.
 - g. Items shall not exceed 200 calories per item.^{60, 61}
2. The food policy recommends that beverages sold for charitable fundraising meet the following standards:
 - a. 100% fruit juices with no added sugars, artificial flavors or colors (limited to a maximum of 10 ounces per container).
 - b. Drinking water with no additives except those minerals normally added to tap water.
 - c. Dairy milk, non-fat, 1%, and 2% only (no flavored milks).⁶²
 - d. Plant derived (i.e. rice, almond, soy etc.) milks (no flavored milks).
 - e. Artificially sweetened, calorie-reduced beverages that do not exceed 50 calories per 12-ounce container.

Please refer to Attachment 4 for examples of recommended fundraising ideas.

TABLE OF FOOD AND BEVERAGE GUIDELINES

The following table summarizes the food and beverage guidelines of the Los Angeles County Food Policy: Vending Machines, Fundraising, and County-Sponsored Meetings. Also included in the table below are examples of foods and beverages that are included and excluded by the policy.

Healthy Food Guidelines

	Criteria	Included	Excluded
Fat	No more than 35% of calories from fat not including nuts and seeds	Baked potato chips, pretzels, some popcorn, some granola bars, some baked French fries, nuts and seeds	Regular potato chips, fried French fries, some granola bars
Saturated Fat	No more than 10% of calories from saturated fat		
<i>Trans</i> Fat	Does not contain <i>trans</i> fats added during processing		
Sugar	No more than 35% added sugar by weight (except fresh, dried or canned fruits and vegetables)	Some granola bars, trail mix, animal crackers, graham crackers, Devil's food cookies, gelatin desserts, fat -free fudge bar, frozen fruit bar, sugar-free products	Some granola bars, some cookies, all candy
Sodium	No more than 360 mg of sodium per serving		Some soups
Fruits and vegetables	Require that fruits and vegetables be available	Offer fresh, frozen or canned fruit (packed in water or its own juice)	Fruit packed in light or heavy syrup, frozen fruit with added sugar
*Whole grains/ Legumes	Require that <u>half</u> of grains offered or served are whole grains	Whole wheat crackers, whole grain chips, whole wheat bread, whole grain cereals	Regular crackers; most cakes, pies, pastries and cookies; white sandwich bread, rolls and bagels
Calories	Items cannot exceed 200 calories per package if a pre-packaged item.		

*50% of healthy food items made from grains

Healthy Beverage Guidelines

	Criteria	Included	Excluded
Beverages	<ul style="list-style-type: none"> ◆ Beverages that contain 100% fruit juice with no added sugars, artificial flavors or colors (limited to a maximum of 10 ounces per container) ◆ Artificially sweetened, calorie-reduced beverages that do not exceed 50 calories per 12-oz container ◆ water ◆ Low fat/nonfat dairy milk (no flavored milks) ◆ Plant derived (i.e. rice, almond, soy, etc.) milks (no flavored milks) 	100 %fruit juices, Water, Bottled water, unflavored Low- fat and nonfat milk, unflavored soy milk, diet sodas and diet soft drinks, unsweetened ice tea	Soft drinks, sport drinks, fruit flavored drinks with less than 100% fruit juice, diet drinks that exceed 50 calories per 12 oz container

IMPLEMENTATION

A). TIME LINE

The Food Policy proposes that by the year 2011, 50% of all foods and beverages offered in County-contracted food and beverage vending machines within County facilities and offices shall adhere to specific nutrition guidelines established in the Food Policy. In addition, food and beverages purchased with County funds and served at County-sponsored meetings and events must comply with these nutrition guidelines. Further, on an optional basis, County employees will be strongly encouraged to follow the Food Policy guidelines when conducting workplace fundraising activities. The proposed implementation time frame is:

- By **January 1, 2007**, 25% of all foods and 25% of all beverages in County-contracted vending machine within County facilities and offices must meet the guidelines contained in the Los Angeles County Food Policy.
- By **January 1, 2009**, 33% of all foods and 33% of all beverages in County-contracted vending machines within County facilities and offices must meet the guidelines contained in the Los Angeles County Food Policy.
- By **January 1, 2011**, 50% of all foods and 50% of all beverages in County-contracted vending machines within County facilities and offices must meet the guidelines contained in the Los Angeles County Food Policy.

B). CONTRACT PROCESS

Existing Vending Machine Contracts: Some County facilities may have vending machine contracts that will be in effect past the milestone dates. In such cases, the County would be expected to make a sincere effort to obtain voluntary compliance or partial compliance from current vendors by the milestone dates.

Future Vending Machine Contracts: The Los Angeles Food Policy should be part of all future vending machine contracts. Therefore, all future Request For Proposals (RFPs) will include that vendors will comply with the criteria set forth in the County's Food Policy. Based on the Los Angeles Unified School District's experience, it is anticipated that there will be willing and prepared vendors to comply with the new guidelines and to participate in a bid process, especially an exclusive bid process.

The Los Angeles County Sheriff's Department is requiring that all vending machines providing products to the inmate population continue to offer healthy snacks that meet the Food Policy Guidelines at the level of 20%. However, they will be exempted from increasing the percentages of healthy foods and beverages in vending machines that service the inmate population at this time.

Future Contracts for County-Sponsored Events and Meetings: When County employees use County funds to purchase food and beverages for County-sponsored meetings, they will be required to comply with the nutritional guidelines and implementation timeline contained in the Food Policy.

C). TECHNICAL SUPPORT

The County of Los Angeles Department of Public Health will help disseminate information regarding the Los Angeles County Food Policy for Vending, Fundraising, and County-Sponsored

Meetings to the different departments within the County structure. In addition, the Department of Public Health will provide education and technical assistance on how to implement and utilize the policy guidelines. This will be accomplished through presentations and meeting with key departmental staff who are responsible for selecting food for meetings or implementing fundraising initiatives on behalf of their unit. To schedule an appointment for a presentation or for assistance in implementing the Los Angeles County Food Policy, please contact Louisa Franco at (213) 351-7828.

ATTACHMENT 1

LIST OF APPROVED SNACK ITEMS⁶³

(The Department of Public Health has compiled a sample list of approved snack items. Please contact Gayle Haberman (ghaberman@ph.lacounty.gov; 213/351-7843) for more information.)

ATTACHMENT 2⁶⁴

LIST OF APPROVED BEVERAGES

(The Department of Public Health has compiled a sample list of approved beverage items. Please contact Gayle Haberman (ghaberman@ph.lacounty.gov; 213/351-7843) for more information.)

ATTACHMENT 3

GUIDELINES FOR HEALTHY FOODS AT COUNTY-SPONSORED MEETINGS AND EVENTS

County employees are required to abide by the LA County Food Policy when providing food and beverages purchased with County funds at County-sponsored meetings and events. To provide assistance in choosing foods and beverages that meet the County Food Policy, examples are listed below.⁶⁵

Breakfast

Fresh fruit

Yogurt – nonfat or low fat

Whole wheat or multi-grain bagels – serve with low fat cream cheese, jam or jelly (cut larger bagels in half)

Bran, oatmeal or multi-grain muffins – small or mini

Fruit bread – sliced thin

Coffee, tea – served with lemon or low fat milk

Snacks

Fresh fruit

Raw vegetables served with healthy dressing

Air popped popcorn

Catered lunches and dinners

Select an entrée low in fat (meats and seafood that are baked, broiled, grilled, poached steamed, boiled, served without skin and or excess fat.

Avoid fried foods or cream sauces

Include fresh fruit

Include at least one vegetable – fresh or cooked, with no butter or cream sauces added

Serve salads with dressing on the side – offer at least one low fat or fat free dressing

Include whole grains (i.e., whole wheat rolls, brown rice, whole wheat pasta)

Choose lower fat/lower calorie desserts – cut up fruit, low fat ice cream or frozen yogurt, sherbet or sorbet, angel food cake with fresh fruit topping

Box lunches

Whole grain breads (whole wheat, oatmeal, multi-grain, rye) or pita wraps – prepared without butter/margarine, mayonnaise/salad dressing

Lean meats (turkey, ham, roast beef), poultry or tofu

Cheese (1oz slices)

Fresh fruit

Raw vegetables (i.e. choose a variety of vegetables such as baby carrots, sugar snap peas, broccoli etc.)

Catered receptions

Fresh fruit – cut up and offered with healthy dip

Raw vegetables – cut up and offered with healthy dressing

Pasta, tofu and vegetable salads with fat free or low fat dressing

Vegetable spring rolls – fresh not fried

Vegetable sushi rolls

Cheese – cut into 1” squares or smaller

Whole grain crackers (whole wheat, rye, multi-grain)

Seafood – poached or broiled, not breaded

Lean beef, ham or turkey – 1 oz. slices

ATTACHMENT 4

GUIDELINES FOR HEALTHY CHARITABLE FUNDRAISING

County employees are encouraged to abide by the LA County Food Policy when selling food and beverages for the purpose of fundraising. To provide assistance in developing fundraising options, a list of *examples* for both large-scale and medium to small-scale fundraising activities are listed below. Each category is organized by non-food and healthy food fundraising alternatives. We strongly encourage the use of non-food options. Any product or company listed in these guidelines is in no way endorsed by the County of Los Angeles. They are only used for the purpose of providing examples.

LARGE-SCALE FUNDRAISING OPTIONS (Recommended for raising > \$500):

1. **Benefit Events** – Some stores and restaurants will allow organizations to sponsor a day or evening benefit. The organization is responsible for promoting the event through flyer distribution and other means. Customers bring the flyer with them and a portion of their purchase is donated to the sponsoring organization.
 - **Non-Food Option:** Book shopping
Examples include Borders Books
(<http://www.bordersgroupinc.com/community/local.htm>)
 - **Healthy Food Alternatives:** Salad and soup bars
Examples include Fresh Choice or Souplantation
(<http://www.freshchoice.com/fundraising.html>)
2. **Scrip** – Gift certificates, which organizations can buy at a reduced price (usually 8-10% off face value) and then resell at full face value. Many stores have scrip programs.
 - **Non-Food Options:** Department store gift certificates
 - **Healthy Food Alternatives:** Local grocery store gift certificates
3. **Walkathons and Other “thons”** – Walkathons are a great alternative to fundraising through food sales, as they encourage healthier lifestyles through increased exercise. Participants solicit sponsors to pledge a certain amount per lap for each lap they walk on a set course. The course can be done on a track, sports field, or pre-mapped out course in the community. Laps are then recorded for each participant and the sponsors are billed for their pledge. Participants can also solicit a flat donation pledge (set amount not based on the numbers of laps completed). Some organizations raise additional money by selling a colorful t-shirt to promote the event. There are many variations to the walkathon: bike-a-thon, skate-a-thon, jog-a-thon, etc.

SMALL TO MEDIUM-SCALE FUNDRAISING OPTIONS (Recommended for raising <=\$500)

1. Contest Prizes – Organizations can purchase a variety of items or services and sale tickets for \$1 or more, which provide purchasers an opportunity to win the item or service.

- **Non-Food Options:**

- Artwork
- Books
- Cleaning Services for home (1 Day or 1 Month)
- Gift Baskets (Other than Food Baskets)
- Event Tickets (Concerts, Sporting Events, etc.)
- Fitness Apparel (Examples: Shoes, Sweatpants, etc.)
- Fitness Equipment (Examples: Treadmill, Bicycle, Roller blades, etc.)
- Gift Certificates to Retail Stores
- Gym Membership (year long)
- Massage Certificate
- Music CDs and videos
- Personal Trainer Sessions
- SPA Package
- Vacation Items (Airline Tickets, Hotel Accommodations, etc.)

- **Healthy Food Alternatives:**

- Culinary Classes for Healthy Cooking
- Fruit Baskets
- Gift Baskets from Grocery Store filled with Healthy Options, as defined by LA County Food Policy
- Gift Certificates to Local Farmer's Markets
- Restaurant Certificates to Places that offer Healthy Options
- Turkey (Holiday idea)

2. Product Sales – Items purchased or donated through organizational members can be resold for a higher value to generate funds.

- **Non-Food Options:**

- Books
- Bumper Stickers
- Buttons Movie Tickets
- Calendars and Planners
- Candles
- Christmas Ornaments
- Coffee cups or mugs
- Cookbooks
- Coupon Books
- Crafts
- Emergency Kits for Cars and Home
- First Aid Kits
- Flowers and Plants
- Foot Warmers

- Gift Baskets (non-food)
- Gift Wrap, Boxes, and Bags
- Greeting Cards
- Hats
- Holiday Wreaths
- House Decorations
- Household Items (plastic storage containers, etc.)
- Jewelry
- Key Chains
- Lotions, Perfumes, etc.
- Magazine Subscriptions
- Music CDs and Videos
- T-shirts
- Scarves
- Stationary
- Stuffed Animals

• **Healthy Food Alternatives:**

- Baked Potato Bar
- Dried Fruit and Nuts
- Frozen Yogurt
- Fruit and Yogurt Parfait
- Fruit Salad
- Popcorn
- Salsa with Low fat Chips
- Sandwich and Salad Bar
- String Cheese
- Veggie Sticks with Low fat ranch dressing

ATTACHMENT 5

FREQUENTLY ASKED QUESTIONS

1. Why is the County telling employees what to eat?

The County is not telling employees what to eat. Instead, the County is making environmental changes within the workplace to encourage healthy eating. Employees can bring favorite beverages and snack foods from home that may no longer be available in food and beverage vending machines, and purchase high fat and sugar items at the many convenience stores at or near work.

The work environment can either undermine or promote the good intentions of an employee to make healthy choices. By creating a policy that promotes offering healthier choices, the County can support and encourage employees to make good food decisions at the workplace and for the public who visit or use County facilities.

2. What food does this policy apply to?

This policy applies to foods and beverages:

- Sold in County-contracted food and beverage vending machines except those vending machines that serve the inmate population in the custody of the Sheriff's Department;
- Purchased with County funds and served at County-sponsored meetings and events;
- Sold on County property for charitable fundraising efforts (this component is optional).

3. What types of foods and beverages will be sold in vending machines?

Food items and beverages offered will be lower in calories, unhealthy fat, sodium, and sugar and have smaller portion sizes. Vending machines will offer lower calorie, lower fat versions of many favorite snack and beverage items. Healthier options that might be sold include:

- Water, and unflavored reduced-fat milk
- Diet or sugar free soda, tea and lemonade instead of regular soda, tea and lemonade
- Baked potato and baked tortilla chips instead of fried chips
- Healthier, low fat granola and cereal bars; healthier, low fat cookies; nuts/trail mix; whole-grain pretzels, crackers and popcorn with less salt.

4. My department occasionally has potluck lunches, birthday parties, and some of us bring our lunch everyday. Do we have to bring in special foods that are low in fat and calories instead of our usual items?

No, you do not have to bring in special low fat, low calorie foods for your potluck lunches, birthday parties or in your bagged lunches. This policy only limits the types of foods and beverages that are sold in County-contracted food and beverage vending machines and provided at County-sponsored meetings and events when purchased with County funds. You may continue to bring your favorite foods and drinks to work. However, bringing healthier foods to potlucks and parties is encouraged.

5. I don't like to drink diet soda and I keep a candy jar filled on my desk. Does this mean that I can't drink regular soda or eat my candy at work?

What you bring to work to eat is your choice. You may continue to bring and keep your favorite candy and sodas at work. This policy only limits the food and beverages sold in County-contracted vending machines, food and beverages purchased with County funds and

served at County-sponsored meetings, and, on an optional basis, food sold for workplace-based charitable fundraising. The Food Policy is trying to increase your access to healthier food items to purchase at work.

6. What does low in fat, saturated fat and cholesterol mean?

On food labels, these terms are legally defined. Low fat means 3 grams or less fat per serving. Low saturated fat means 1 gram or less fat per serving. Low cholesterol is defined as 20 milligrams or less per serving. These numbers are very helpful when there is a food label right in front of you. But what about the food that comes from a bakery or deli, or food that is made at home? If there is no nutrient data available, you will have to use common sense when buying or making these dishes and bringing them to work related events. In general, any foods that contain unhealthy fat as a major ingredient are not considered healthy foods and are not good choices. Foods that generally do not fit into this category include:

- Most high fat meats such as bacon, ribs, chicken wings, salami
- High fat dairy products (foods with full fat cheese, cream, yogurt, cottage cheese, sour cream, cream cheese)
- Foods made with a lot of margarine, butter or eggs
- Most creamy salads (potato, macaroni and pasta salads)
- Fried foods (chips, French fries, egg rolls, doughnuts, etc)⁶⁶

7. What is the definition of *trans* fats?

Trans fat (also known as *trans* fatty acids) is a specific type of fat formed when liquid oils are made into solid fats like shortening and hard margarine. However, a small amount of *trans* fat is found naturally, primarily in some animal-based foods.

Trans fat behaves like saturated fat by raising low-density lipoprotein (LDL or "bad") cholesterol that increases your risk of coronary heart disease (CHD). *Trans* fat can be found in some of the same foods as saturated fat, such as vegetable shortenings, some margarines, crackers, candies, cookies, snack foods, fried foods, baked goods, and other processed foods made with partially hydrogenated vegetable oils.⁶⁷

8. What is the definition of sugars?

Sugars are common food ingredients that are found in many forms. As carbohydrates, they are a contributor of calories for the body. Thus, they are an important energy source.

Sugars include sucrose, glucose, fructose, lactose and maltose and are found in foods such as fruits, vegetables, flour and cereal products and milk products. Manufacturers also add many of these sugars to foods during processing to perform important functions. Further, sugars are part of ingredients like fruit juice concentrates, invert sugar, honey, molasses, hydrolyzed lactose syrup, whey protein concentrate, and products derived from the hydrolysis of starch such as high fructose corn syrup.

There are no nutritional differences among sugars. The body uses all types in the same way. During digestion, sugars such as sucrose and lactose and other carbohydrates such as starches break down into monosaccharides (single sugars). These monosaccharides then travel through the blood stream to body cells. There they provide energy and help form proteins.⁶⁸

9. What is the definition of low sugar?

Foods low in sugar should contain less than 35% of sugar by weight. Foods with a lot of added sugar, and many processed foods do not fit into this category. Cakes, cookies, pies and candies have a high percent of sugar by weight.

10. What made you decide to recommend the nutrient guidelines 35% of calories by weight of sugar, 35% of calories from total fat, 10% of calories from saturated fat and 360mg of sodium?

It is generally agreed that weight gain will occur if we consume more calories than we need on a daily basis from excess fat and sugar intake leading to overweight, and obesity. In addition, large quantities of fat, saturated fat and sodium can lead to heart disease, high cholesterol and high blood pressure in some individuals. Many doctors, nutritionist and health practitioners and the federal government recommend nutrient intake and dietary guidelines for healthful eating based on your whole days intake, however, since there are no specific guidelines for individual food items, USDA's Dietary Guidelines for Americans⁶⁹ were used as a guide.

These standards are similar to the recommendations and changes that the Los Angeles Unified School District made (based on California legislation SB 12 and SB 965) to their competitive foods and food/beverage vending machine policy. The Dietary Guidelines for Americans recommendations for total fat, saturated fat and sugar could be applied to the individual snack and beverage item (vs. the entire meal or daily intake) since this is a level that includes many products already in use while eliminating some of the less nutritious options.

The sodium guideline was determined based on FDA guidelines that define a healthy food in the Federal Code of Regulations. This is a level that will continue to allow many snack items already in use.

11. How can I figure out if a product is less than 35% of calories from fat, less than 10% of calories from saturated fat and less than 35% sugar by weight?

These simple calculations can be derived from the Nutrition Facts Label, located on the product package.

To figure percent of calories from fat, use this simple equation:

$$\frac{\text{Grams of fat per serving} \times 9}{\text{Calories per serving}} \times 100 = \% \text{ calories from fat}$$

To figure percent sugar by weight, use this simple equation:

$$\frac{\text{Grams of sugar per serving}}{\text{Weight of food per serving in grams}} \times 100 = \% \text{ sugar by weight}$$

12. Where can I find more information about reading a food label and choosing healthy foods?

There are many resources available that provide detailed information about food label definitions, directions on reading a food label and guides to healthy eating. You may find them at the following websites:

The Food Guidance System
<http://www.mypyramid.gov/>

The Food Label Definitions
<http://www.cfsan.fda.gov/~dms/fdnewlab.html>

How to read a food label
<http://www.fda.gov/fdac/special/foodlabel/pyramid.html>
<http://www.cfsan.fda.gov/~dms/flquiz1.html>

13. What is a serving size for fruits and vegetables and how many servings do I need?

The amount of fruit you need to eat depends on age, sex, and level of physical activity. Recommended daily amounts are shown in the chart.

Daily Recommendation		
Children	2-3 years old	1 cup**
	4-8 years old	1 to 1 ½ cups**
Girls	9-13 years old	1 ½ cups**
	14-18 years old	1 ½ cups**
Boys	9-13 years old	1 ½ cups**
	14-18 years old	2 cups**
Women	19-30 years old	2 cups**
	31-50 years old	1 ½ cups**
	51+ years old	1 ½ cups**
Men	19-30 years old	2 cups**
	31-50 years old	2 cups**
	51+ years old	2 cups**

**These amounts are appropriate for individuals who get less than 30 minutes per day of moderate physical activity, beyond normal daily activities. Those who are more physically active may be able to consume more while staying within calorie needs.

What counts as a cup of fruit?

In general, 1 cup of fruit or 100% fruit juice, or ½ cup of dried fruit can be considered as 1 cup from the fruit group. The following specific amounts count as 1 cup of fruit (in some cases equivalents for ½ cup are also shown) towards your daily recommended intake:

	Amount that counts as 1 cup of fruit	Amount that counts as ½ cup of fruit
Apple	½ large (3.25" diameter) 1 small (2.5" diameter) 1 cup sliced or chopped, raw or cooked	½ cup sliced or chopped, raw or cooked
Applesauce	1 cup	1 snack container (4 oz)
Banana	1 cup sliced 1 large (8" to 9" long)	1 small
Cantaloupe	1 cup diced or melon balls	1 medium wedge (1/8 of a med. Melon)
Grapes	1 cup whole or cut-up 32 seedless grapes	16 seedless grapes
Grapefruit	1 medium (4" diameter) 1 cup sections	½ medium (4" diameter)
Mixed fruit (fruit cocktail)	1 cup diced or sliced, raw or canned, drained	1 snack container (4 oz) drained = 3/8 cup
Orange	1 large (3-1/16" diameter) 1 cup sections	1 small (2-3/8" diameter)
Orange, mandarin	1 cup canned, drained	
Peach	1 large (2 ¾" diameter) 1 cup sliced or diced, raw, cooked, or canned, drained 2 halves, canned	1 small (2 3/8" diameter) 1 snack container (4 oz) drained = 3/8 cup
Pear	1 medium pear (2.5 per lb) 1 cup sliced or diced, raw or cooked, or canned, drained	1 snack container (4 oz) drained = 3/8 cup
Pineapple	1 cup chunks, sliced or crushed, raw, cooked or canned, drained	1 snack container (4 oz) drained = 3/8 cup
Plum	1 cup sliced raw or cooked 3 medium or 2 large plums	1 large plum

Strawberries	About 8 large berries 1 cup whole, halved, or sliced, fresh or frozen	 $\frac{1}{2}$ cup whole, halved, or sliced
Watermelon	1 small wedge (1" thick) 1 cup diced or balls	6 melon balls
Dried fruit (raisins, prunes, apricots, etc.)	$\frac{1}{2}$ cup dried fruit is equivalent to 1 cup fruit $\frac{1}{2}$ cup raisins $\frac{1}{2}$ cup prunes $\frac{1}{2}$ cup dried apricots	$\frac{1}{4}$ cup dried fruit is equivalent to $\frac{1}{2}$ cup fruit 1 small box raisins (1.5 oz)
100% fruit juice (orange, apple, grape, grapefruit, etc.)	1 cup	$\frac{1}{2}$ cup

How many vegetables are needed daily?

Daily Recommendation		
Children	2-3 years old	1 cup**
	4-8 years old	1 $\frac{1}{2}$ cups**
Girls	9-13 years old	2 cups**
	14-18 years old	2 $\frac{1}{2}$ cups**
Boys	9-13 years old	2 $\frac{1}{2}$ cups**
	14-18 years old	3 cups**
Women	19-30 years old	2 $\frac{1}{2}$ cups**
	31-50 years old	2 $\frac{1}{2}$ cups**
	51+ years old	2 cups**
Men	19-30 years old	3 cups**
	31-50 years old	3 cups**
	51+ years old	2 $\frac{1}{2}$ cups**

**These amounts are appropriate for individuals who get less than 30 minutes per day of moderate physical activity, beyond normal daily activities. Those who are more physically active may be able to consume more while staying within calorie needs.

What counts as a cup of vegetables?

In general, 1 cup of raw or cooked vegetables or vegetable juice, or 2 cups of raw leafy greens can be considered as 1 cup from the vegetable group. The chart lists specific amounts count as 1 cup of vegetables (in some cases equivalents for $\frac{1}{2}$ cup are also shown) towards your recommended intake:

	Amount that counts as 1 cup of vegetables	Amount that counts as $\frac{1}{2}$ cup of vegetables
Dark-Green Vegetables		
Broccoli	1 cup chopped or florets 3 spears 5" long raw or cooked	
Greens (collards, mustard greens, turnip)	1 cup cooked	

greens, kale)		
Spinach	1 cup, cooked 2 cups raw is equivalent to 1 cup of vegetables	1 cup raw is equivalent to ½ cup of vegetables
Raw leafy greens: Spinach, romaine, watercress, dark green leafy lettuce, endive, escarole	2 cups raw is equivalent to 1 cup of vegetables	1 cup raw is equivalent to ½ cup of vegetables
Orange Vegetables		
Carrots	1 cup, strips, sliced, or chopped, raw or cooked 2 medium 1 cup baby carrots (about 12)	1 medium carrot About 6 baby carrots
Pumpkin	1 cup mashed, cooked	
Sweet Potato	1 large baked (2 ¼" or more diameter) 1 cup sliced or mashed, cooked	
Winter Squash (acorn, butternut, hubbard)	1 cup cubed, cooked	½ acorn squash, baked = ¾ cup
Dry beans and peas		
Dry beans and peas (such as black, garbanzo, kidney, pinto, or soy beans, or black eyed peas or split peas	1 cup whole or mashed, cooked	
Tofu	1 cup ½" cubes (about 8 ounces)	1 piece 2 ½" x 2 ¾" x 1" (about 4 ounces)
Starchy Vegetables		
Corn, yellow or white	1 cup 1 large ear (8" to 9" long)	1 small ear (about 6" long)
Green peas	1 cup	
White potatoes	1 cup diced, mashed 1 medium boiled or baked potato (2 ½" to 3" diameter) French fried: 20 medium to long strips (2 ½" to 4" long)	
Other Vegetables		
Bean sprouts	1 cup cooked	
Cabbage, green	1 cup, chopped or shredded raw or cooked	
Cauliflower	1 cup pieces or florets raw or cooked	
Celery	1 cup, diced or sliced, raw or cooked 2 large stalks (11" to 12" long)	1 large stalk (11" to 12" long)
Cucumbers	1 cup raw, sliced or chopped	
Green or wax beans	1 cup cooked	

Green or red peppers	1 cup chopped, raw or cooked 1 large pepper (3" diameter, 3-3/4" long)	1 small pepper
Lettuce, iceberg or head	2 cups raw, shredded or chopped = equivalent to 1 cup of vegetables	1 cup raw, shredded or chopped = equivalent to ½ cup of vegetables
Mushrooms	1 cup raw or cooked	
Onions	1 cup chopped, raw or cooked	
Tomatoes	1 large raw whole (3") 1 cup chopped or sliced, raw, canned, or cooked	1 small whole (2 ¼") 1 medium canned
Tomato or mixed vegetable juice	1 cup	
Summer Squash or zucchini	1 cup cooked, sliced or diced	½ cup

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